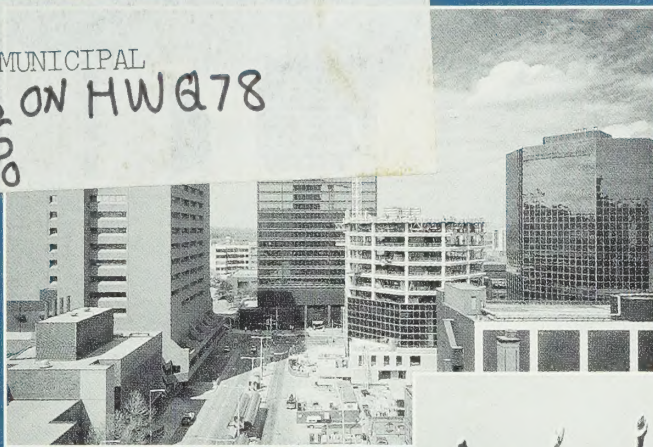


GREATER HAMILTON

ECONOMIC DEVELOPMENT DEPARTMENT

URBAN/MUNICIPAL
CA3 ON HWQ78
A56
1990



HAMILTON - 1990

11TH ANNUAL INTERNATIONAL CRIME STOPPERS CONFERENCE

1990 ANNUAL REPORT

ECONOMIC DEVELOPMENT DEPARTMENT

1990 ANNUAL REPORT



- | | |
|----|-----------------------|
| A. | Business Development |
| B. | Tourism & Conventions |
| C. | Administration |
| D. | Supplmental Report |

ECONOMIC DEVELOPMENT and PLANNING COMMITTEE MEMBERS 1990

URBAN MUNICIPAL

FEB 23 1991

GOVERNMENT DOCUMENTS

COUNCILLORS

Don Ross, Chairman

Mayor Stan Napper, Vice-Chairman

Mayor Robert Morrow

William McCulloch

John Prentice


Fred Lombardo

Don Granger

Tom Jackson

Brian Hinkley

Regional Chairman Reg Whynott, Ex Officio



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SUMMARY OF RESULTS

INDICATORS	1986	1987	1988	1989	1990	Units
No. of New Businesses	23	33	43	60	94	Firms
No. of Expansions & Retentions	37	79	49	68	62	Firms
New Business Jobs	826	941	745	523	732	Jobs
Added/Retained Jobs (Existing Business)	498	713	1,267	1,756	1,313	Jobs
Total Jobs	1,328	1,654	2,012	2,279	2,045	Jobs
Industrial Land Sales	37.60	112.25	39.08	48.7	6.57	Acres
Value of Land Sales (Millions) ¹	2.2	5.7	2.6	2.0	.8	Dollars
Total Building Permits (Millions)	546	523	489	641	573	Dollars
Res. Real Estate Volume (Millions)	1,162	1,331	1,900	2,096	1,299.3	Dollars.
Housing Starts	1,907	3,155	2,907	3,048	2,381	Units
Total No. of Conventions	83	141	156	187	182	Conventions
Total No. of Delegates	53,437	76,780	60,000	65,400	71,854	Delegates
No. of Non Delegates	N/A	N/A	N/A	55,000	142,063	Delegates
Tourism Impact (Millions)	N/A	110	100	150	165	Dollars
Conventions Local Rev. (Est.) (Millions)	72	136	127	132	170	Dollars
Unemployment Rate Avg.	6.9	6.3	5.8	5.1	6.3	Percent
Canadian Bond Rating	AAA-	AAA-	AAA	AAA	AAA	Rating
Regional Assessment (Millions) ²	1,207.8	1,231.2	1,261.9	1,306.9	1,345.8	Dollars
Com/Ind Assessment (Millions)	467.1	473.5	479.3	497.5	507.5	Dollars
Residential Assessment (Millions)	740.7	757.7	782.6	809.4	838.3	Dollars
Assessment Growth	1.55	1.94	2.49	3.57	2.98	Percent
Increased Revenue (Millions)	1.27	1.72	2.45	3.81	3.53	Dollars

1. Publicly-owned lands
2. Regional Finance Dept.

THE DIRECTOR'S REPORT

The Region of Hamilton-Wentworth experienced many changes in 1990. Record setting economic performance over the past four years spilled over into the first half of 1990, but ran into the recession in the second half. By the end of the year, commercial/industrial construction results were slightly lower than 1989. Housing starts also experienced a significant drop. Real estate sales slowed despite a sharp increase in listings.

The decline in the local economy can be attributed to circumstances beyond our control--high interest rates, low consumer confidence and uncertainty about the future.

Onset of the recession, delays in real estate procedures and servicing of Regionally-owned business parks are factors that influenced the drop in industrial land sales. Negotiations initiated in 1990 between the Region and the real estate/development community for joint industrial land development proposals such as PARKMED will be pursued in 1991.

The unemployment rate for Greater Hamilton increased from last year, but remained lower than the national while matching the provincial average. Stelco workers not recalled after the strike ended last October registered for unemployment insurance, thus accounting in part for the high rate.

Many activities were undertaken in 1990 to achieve closer working relationship with local business. Developmental studies, identification of joint venture partners, investigation of business opportunities in the environment, and fostering small business are included in these endeavours. Marketing plans for area municipalities and industrial parks development were also completed.

At the airport, lands were acquired for a new business park and the Department assisted in marketing that facility. In 1991, airport development will be emphasized through the new AEROPARK initiative.

A large business delegation from Fukuyama, the Japanese sister city, was welcomed. Twinning with

Genoa, Italy, was also initiated in 1990 and will be pursued in 1991 through the PARTNERS strategic alliance program.

Fewer tourists visited the Region in 1990. Recessional concerns and loss of airlines discouraged many potential tourists from travelling here. Nevertheless, we introduced an innovative new event. AQUAFEST '90 was a great success that attracted droves of local residents to its activities. Valuable experience gained in producing this event will be used in organizing AQUAFEST '91. Plans were also developed in 1990 for REVEILLE '92, a world marching bands event.

The Region received great economic benefits from our strong conventions business which attracted a record number of delegates in 1990. We also gained increased sales, repeat bookings and secured larger conventions for 1991. The Region obviously remains an appealing location to association executives and meeting organizers.

The Business Advisory Council, the Skills Training Advisory Council, the Tourism Task Force and the Lady Hamilton Club are Regionally supported organizations worthy of recognition for their initiatives, and dedication.

The Department's publications and advertising material in support of our aggressive marketing efforts continued to receive national recognition and several awards for their quality and effectiveness.

Effective organization and administration, allowed more staff professional development and training as well as savings in operating costs and closer budget control. I am particularly proud of our staff team work, their commitment to the Region and quality of service to the community.

Finally, recognition must be given to our elected officials for their support and commitment to the economic growth of Greater Hamilton.

Saad Ghanem, Director
Economic Development Department



Business Development

A.

BUSINESS DEVELOPMENT

The Region's Economic Strategy remains the foundation for business development tasks and objectives. Recently, increasing awareness for environmental issues has modified program delivery in an effort to induce sustainable development throughout the community

Visitation

Staff continued to proactively call upon the local business community. This vital aspect of the business development program enables staff to monitor new activities and identify services required to enhance the economic base. In 1990, 332 companies were personally contacted.

Labour Force

The labour force for the Hamilton CMA increased from an average of 336,000 in 1989 to 337,000 in 1990, while the number of people employed also increased from 312,000 to 316,000. At the end of the year, an average of 31,000 people had been out of work, accounting for an annual average unemployment rate of 6.3%. This rate is lower than the national average, but matches the province's.

Community Liaison

A number of functions were attended by staff to develop closer relations with the business community in order to maximize opportunities and encourage faster expansion. Among major events attended by staff were:

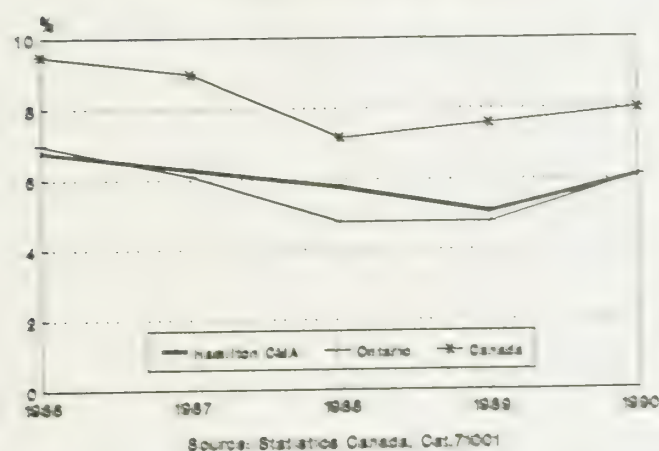
- Hamilton and District Chamber of Commerce "Outstanding Business Achievement Awards" Banquet
- Hamilton and District Chamber Annual Meeting
- Hamilton and District Chamber State of the Region Address
- Hamilton and District Chamber Presidents' Panel
- Stoney Creek Chamber of Commerce Annual Meeting
- Flamborough Chamber of Commerce Annual Meeting

Newsletter

Four issues of **SKYLINE** were published in 1990. The newsletter was selected Best in Category at the 1990 Industrial Developers Association of Canada annual meeting for the second consecutive year. The newsletter serves as an important link with the business community in and outside the Region and with government representatives at provincial, national, and international levels.

LOCAL MARKET ACTIVITIES

UNEMPLOYMENT RATES, 1986-1990
Hamilton CMA, Ontario, and Canada



Direct Mailing

Campaigns were directed to the following target groups:

- Downtown enterprises (expansion/relocation assistance)
- Accountants, lawyers, bankers (investor/entrepreneur program)
- Automotive parts manufacturers (offering business opportunity assistance)

Seminars

Several informative seminars were attended. These included:

- Free Trade
- Royal Bank Economic Development Officers' Workshop
- Bank of Montreal Economic Outlook
- Canada Employment Centre (employment needs/opportunities)
- Business Opportunities in the Environment (April)
- Science Council of Canada Technology Policy Round Table (June)

Presentations

Targeted groups were addressed by staff to acquaint them with the Department's services. They included:

- Ontario B.I.A. Association (downtown development)
- Ontario Industrial Development Council (downtown development)
- Central Area Plan Implementation Committee (downtown development)
- Downtown B.I.A. (downtown development)
- Accountants (investment opportunities)
- Independent Business Solicitors (investment opportunities)
- Industrial/Commercial Realtors (available properties)
- Union Gas Energy '90 (energy development)
- Ontario Hydro (energy conservation)

A. BUSINESS DEVELOPMENT

Trade Shows

Staff participated in a several shows in order to support local initiatives and acquire information. These included:

- Federal Business Development Bank Small Business Week Trade Fair/Workshop (February)
- Business Opportunities in the Environment Conference (April)
- Hamilton Automotive Parts Show, (April)
- Business Expo '90, sponsored by the Hamilton & District Chamber of Commerce and the Spectator (October)

Business Receptions

The Department hosted receptions that brought together interested potential investors and developers to generate business opportunities. These included:

- Co-sponsor of Flamborough Economic Development Reception, 200 attended
- Middle East entrepreneurs and investors, 70 attended
- ICI Developers (3rd annual), 100 attended
- Business Appreciation Night (3rd annual), 200 attended

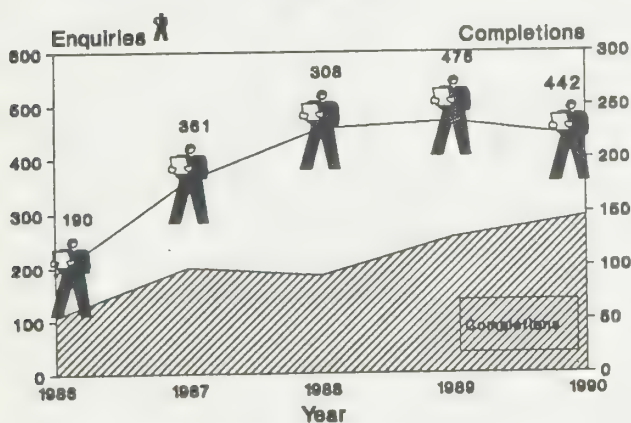
Corporate Dislocation

The Region successfully attracted many new businesses and assisted in expansions of existing business, affecting a total of about 2,400 jobs. As the year evolved, the deepening recession and protracted strike of a local steel maker had a reverberating effect on local businesses and the Region's economy. It is estimated that approximately 1,300 jobs were affected by closures or permanent lay offs in 1990. See Supplemental Report, Table 17, page 46. Thousands of workers were affected by temporary layoffs.

Client Service Enquiries Summary

	<i>Local</i>	<i>External</i>	<i>Total</i>
Enquiries	327	115	442
Files completed	120	26	146
Jobs affected	1,313	732	2,467

BUSINESS DEVELOPMENT ENQUIRIES
1986-1990



Source: Economic Development Department

EXTERNAL MARKET ACTIVITIES**Investment Seminars and Conferences**

Keeping informed of business opportunities, regulations and standards for carrying on business under new economic alliances in Europe and the Far East is an important activity of the Economic Development Department. Informative seminars attended by staff included:

- "Doing Business in Hong Kong" (Toronto)
- "European Standards 1992" (Toronto)
- Financial Post Auto Industry Conference, February (Toronto)
- Globe '90 Conference, Vancouver

Business Receptions/Presentations

Attending receptions for foreign trade delegates is a valuable vehicle for prospecting for new opportunities and investment for local businesses. Staff attended:

- Canada-U.S.S.R. Business Council (Toronto)
- Fukuyama (Japan) Chamber of Commerce luncheon, co-hosted by the Hamilton and District Chamber of Commerce and the Economic Development Department, 10 attended
- Hungarian Business delegation, co-hosted by the Hamilton and District Chamber of Commerce and the Economic Development Department, 15 attended.
- Buffalo Business Delegation, 15 attended

Trade Shows-Exhibited

Presenting the Region's opportunities to foreign investors and manufacturers is an important vehicle to attract new business and money into the Region. The Region was represented at the following shows:

- The Toronto National Home Show (New Home Buyers)
- Flint, Michigan Chamber of Commerce Annual Trade Fair
- ICI at UDI '90 Show (Industrial Realtors), Toronto
- SIOR '90 Show (Office and Industrial Realtors), Toronto
- American Association of Bio-technology Companies Conference, Toronto
- Automotive Parts Industry Conference, Detroit

Trade Shows-Attended

Regional representation was present at targeted shows:

- Hannover Fair, Germany
- Analytica (bio-medical), Germany
- Tokyo Machinery Show
- Automotive Parts & Accessory Association Show, Chicago
- Society of Automotive Executives, Detroit

Approved Foreign Investments.

Two immigrant/entrepreneurs from the Pacific Rim and Middle East were granted conditional visas to pursue their business plans in Greater Hamilton. Total investment generated from this activity amounts to almost \$1- million.

SPECIAL PROJECTS

Greater Hamilton Technology Enterprise Centre - GHTEC

Following selection of the Airport Business Park as the preferred site for GHTEC, staff worked with this organization to define a suitable location. A three acre site has been surveyed from the new Regional AEROPARK.

An architect was selected to design the building. Construction commenced in the fall. The GHTEC is scheduled to be complete and operational by the fall of 1991.

Business Opportunities in the Environment

A special symposium was held in April, in co-operation with the B.A.C., the Hamilton and District Chamber of Commerce, and others, to promote business opportunities as a result of increased environmental awareness. The two-day international function attracted over 200 participants. Valuable contacts were made with potential new businesses. The possibility of forming a local consortium from local firms in the environment business is being reviewed.

Business Park Feasibility Studies*i) Food and Beverage Park*

Peat, Marwick, Stevenson, Kellogg were selected to investigate the potential for establishing a specialized business park dedicated to the food and beverage industry.

Phase I of the study was delivered in November. It suggested a great potential exists for the Region to entice development from this sector. Phase II (Site Selection) commenced in December 1990. Project completion is expected by March 1990.

ii) Environmental Technology Park

Peat, Marwick, Stevenson, Kellogg was also selected as the consultant for this study. The project commenced in December 1990. The proposed business park will be home to enterprises which are involved with innovative application of environmental technology and related products.

Area Marketing Plans**i) *Flamborough***

Special emphasis to market Flamborough was continued. Staff participated with the Flamborough Economic Advisory Committee, helped organize the first Flamborough Developer's reception, and disseminated the new Flamborough colour brochure at Trade Shows and with correspondence throughout the year.

Financial contributions were also extended towards a special study undertaken by the University of Guelph, signage for the Flamborough Business Park, and the above noted reception.

ii) *Stoney Creek*

A draft marketing plan was presented to the Stoney Creek City Council in April. Revisions were made following receipt of comments from the City.

A colour brochure is being designed and is expected to be available by March 1991. Implementation of other actions is proceeding.

iii) *Hamilton-Downtown*

Initiatives to promote specific downtown development opportunities accelerated in 1990. A formalized marketing strategy was endorsed by Committee, and presentations made to the Downtown B.I.A.'s as well as the Central Area Plan Implementation Committee (C.A.P.I.C.) and Downtown Action Plan Study Group.

A special promotional folder and colour brochure were also designed to enhance marketing efforts for the Region's urban core.

Pacific Centre Development

The feasibility study, undertaken by Price Waterhouse in 1989, was completed early in 1990. The report recommended not to proceed with this project. The study Task Force was disbanded following Council's decision to halt the project.

Confederation Park Hotel

A modified proposal was prepared by staff and submitted for consideration to selected developers. No response has been received by staff due to the current oversupply of two new downtown hotels and the downturn of the economy.

Business Advisory Centre (B.A.C.)

Funding was continued in 1990 to this valuable business resource. Start up assistance for entrepreneurs and small business counselling improve the viability and success of fledgling enterprises. The Economic Development Department and B.A.C often work co-operatively.

Canada Steel Science and Technology Centre

Awareness building and funding strategies were pursued by the Task Force in 1990. Staff facilitated these activities and provided support services. Pursuit of future steps of the project's critical path is in abeyance pending the results of the selected site's environmental study and scheduled meetings with the new Provincial government.

Central Area Plan Implementation Committee (C.A.P.I.C.)

Staff attend meetings to provide economic development resource and monitor central area activities.

Business Land Use Advisory Board (BLUAB)

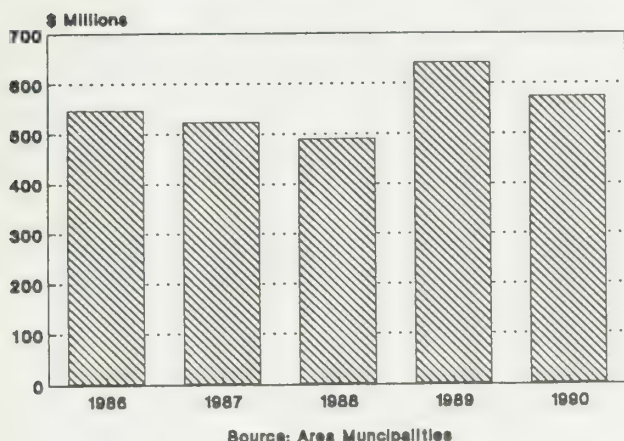
Staff provide a resource to the BLUAB, whose prime directive is to review and provide direction to the City of Hamilton pertaining to commercial and industrial land use issues.

A.

BUSINESS DEVELOPMENT

CONSTRUCTION AND DEVELOPMENT

TOTAL REGIONAL BUILDING PERMITS
Annual Comparison 1986-1990



Building Permits

Total value of construction projects, which reached \$572,948,787 in 1990, is down 8.9% from 1989's record breaking year, but still surpasses all previous years. Total values of \$329.7 million for all construction projects undertaken in the first half of the year reflected a buoyancy spilled over from 1989. However, the construction industry was severely impacted in the last half of 1990 by the economic downturn. High interest rates, low consumer confidence and growing uncertainty about the future were contributing factors in the poor growth in this sector.

Of significant note, total industrial permits value increased by almost \$72-million from the 1989 values to \$122-million. Several major projects such as Stelco's Z-Line, the new Canada Post building in Stoney Creek, and Fortino's new head office/distribution centre were among these.

Housing Starts

An important economic indicator is the new house construction market. The housing sector experienced a significant drop in starts compared with last year due to high interest rates, low consumer confidence and uncertainty about the future. There were 2,381 starts in 1990 compared with 3,048 in 1989.

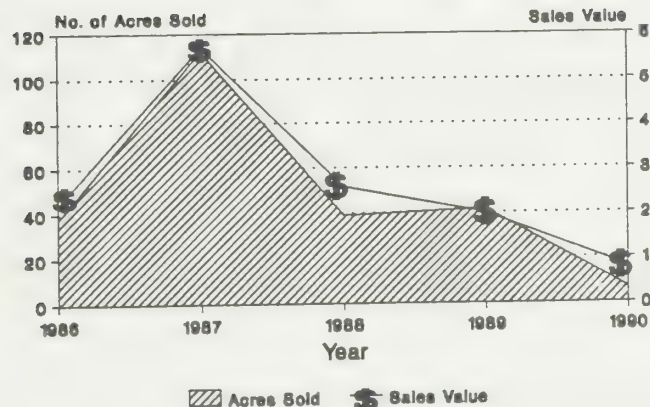
Residential Real Estate Sales

In house resales, a buyers' market developed in the Region. Increased listings were the result of high interest rates on mortgages, buyers waiting for house prices to drop, uncertainty about the future, and/or vendors seeking a return on their real estate investment before the recession set in. The duration of listings increased from 50 to 70 days. Total listings in 1990 were 36,000 with 7,700 sales compared with 28,318 listings and 12,439 sales in 1989. Value of sales dropped from \$2.1-billion in 1989 to \$1.3-billion in 1990.

Regional Business Park Sales

A declining economy and construction delays in servicing the Region's business parks decreased the volume of land sales. Seven transactions were conducted in 1990 involving 6.12 acres valued at \$797,480. An acre was leased to an adjacent owner in the Ancaster Business Park.

INDUSTRIAL LAND SALES
Acres Sold/Sales Value



A.

BUSINESS DEVELOPMENT

Regional Business Park Development

i) Ancaster Business Park

Servicing was completed for Phase III (20 acres) late in the year. Construction of Phase IV (20 acres) commenced and is expected to be finalized by May 1991.

One minor sale and one lease were negotiated in this business park during 1990. Approximately seven acres remains to be sold in Phase II.

ii) Dundas Business Park

Considerable effort was expended to market this 12 acre site situated near the Olympic Drive/Cootes Drive intersection. A prospective buyer decided in September not to pursue this property.

iii) Hamilton Mountain Industrial Park #2

Servicing was completed in June 1990. Five sales totalling 5.28 acres were approved by Council at year's end. Approximately five acres remain available.

iv) North Glanbrook Business Park

The Region's holdings in this area (52 acres) are not expected to be developed prior to 1993.

v) Stoney Creek Business Park

Discussions with a local land owner pertaining to a possible co-operative development commenced in 1990.

vi) AEROPARK - Greater Hamilton Airport Business Park (Glanbrook)

The Region's offer to purchase 57 acres of surplus Crown property from the Federal government was accepted in December. Final closing is expected in early 1991.

Application to re-zone the property was submitted in November by the Region's Planning consultant. The engineering consultant commenced their preliminary subdivision work in January 1991.

A.

BUSINESS DEVELOPMENT

The GHTEC is the lead tenant for AEROPARK although staff have generated several other inquiries from potential buyers.

vii) PARKMED - Greater Hamilton Healthcare/Medical Technology Business Park (Flamborough)

A draft legal agreement for the co-operative development was submitted to the land owner in September. Staff have been in contact with consultants retained by the owner who are investigating the viability of this project.

SUPPORT MATERIAL**Advertising: Local Placements***Publications:*

- Better Business Bureau
- Flamborough Chamber of Commerce Directory
- Hamilton & District Chamber of Commerce Panorama
- Hamilton & District Homebuilders Association Directory
- Hamilton Heart and Stroke Foundation Magazine
- Hamilton Industrial Exhibition "Shop Magazine"
- Hamilton Law Association (Articling Brochure)
- Hamilton Report Magazine (five placements)
- Hamilton Spectator "Outlook '89"
- McMaster-AIESEC Conference Program
- McMaster Times
- Moving To and Around Magazine (Greater Hamilton Special Report, September)
- Stoney Creek Chamber of Commerce

Advertising: External Placements*Publications:***National:**

- Association Executive
- Business and Finance in Ontario
- Canadian Business
- Financial Post Magazine
- Financial Post-Weekly (Special Report)
- Globe and Mail Magazine
- Let's Talk Business Magazine
- Metro Toronto Business Journal
- Moving To and Around Toronto Magazine (May)
- Real Estate Developers Association
- Toronto Office Guide

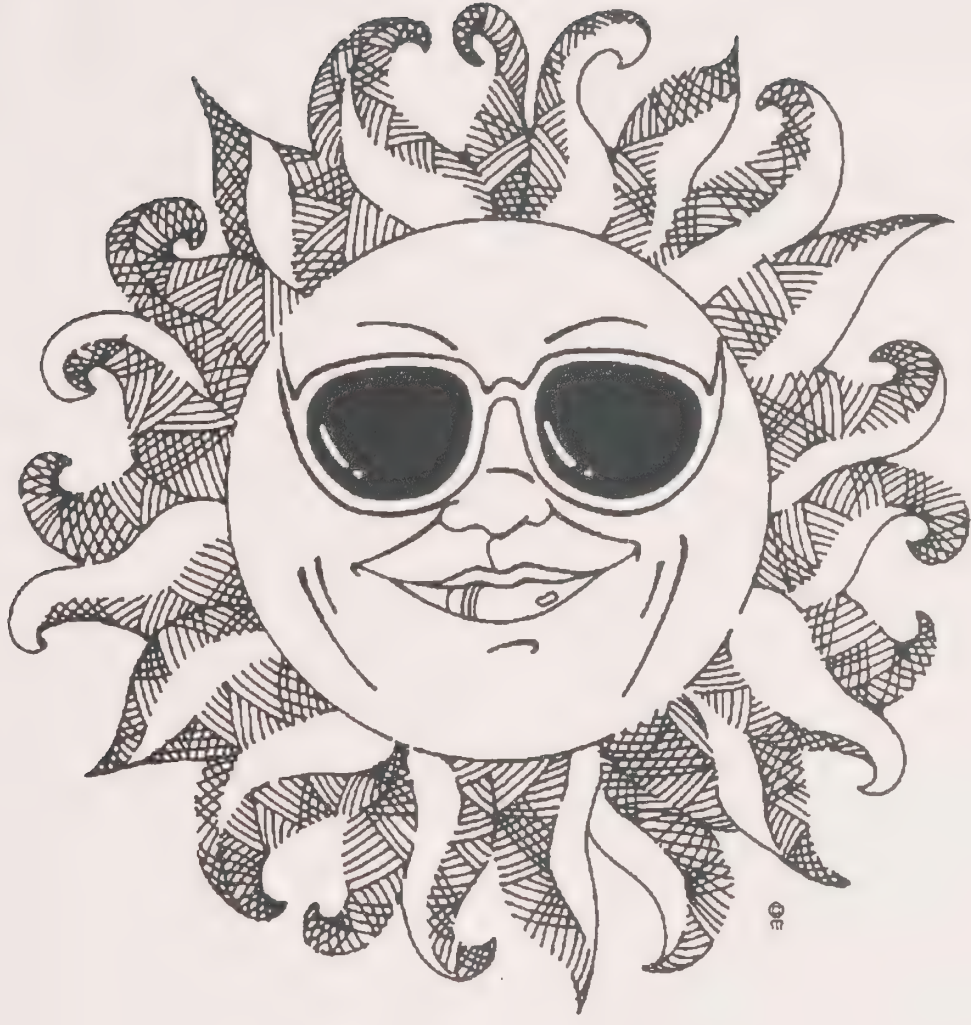
International:

- Area Development (U.S.A.)
- Business Facilities (U.S.A.)
- Canada Journal (Europe)
- Canadian German Trade Directory (Europe)
- Dynamic Business (U.S.A.)
- El Alhram (Middle East)
- Executive Report (U.S.A.)

- Handelsblatt (Europe)
- Hong Kong Chamber of Commerce (Pacific Rim)
- Hong Kong Executive (Pacific Rim)
- Investment Canada (Europe)
- Pennsylvania High Technology Directory
- Plants, Sites, and Parks (U.S.A.)
- Society of Industrial and Office Realtors

Special Reports

- Greater Hamilton 1990 Business Directory (revised)
- Greater Hamilton, The Right Place, The Right Time Colour Brochure (revised)
- Executive Summary (revised) Brochure
- Business Services (new in 1990) Brochure
- Airport Charter Flights Proposal



Tourism & Conventions

TOURISM

Tourism is the industry of the future which promises strong economic performance and growth. Over 40,000 people were employed directly and indirectly in the hospitality industry in the Greater Hamilton Region.

Local Marketing Programs

Brochure Creation

Brochures which address targeted groups were produced and distributed on a regular basis. They included the lure brochure, dining and accommodation guides, Group Planners Guide for tour operators, flat maps and an Events Calendar.

The tourism brochures, dining and accommodation guides and flat maps were distributed at all Regional Tourist Centres, automobile clubs and selected Canadian Consulate offices. Brochures were also distributed in Western New York State and selected Ontario destinations.

Newsletter

Four Tourism and Convention Services **SKYLINE** newsletters were issued in 1990. It included tourism and convention related articles of interest as well as profiles of upcoming conventions and details of conventions already held. This newsletter was distributed to representatives of the local hospitality industry, Provincial and Federal tourism agencies and over 300 selected association executives.

Tourism Centres

The Regional Tourist Information Centres located at the Royal Botanical Gardens, African Lion Safari and Confederation Park were operational from June 10 through September 2. The Downtown Centre at 127 King St. E., operated on a year-round basis.

Plans are underway for the construction of a new Tourism Information Centre on the QEW at Fifty Road in Stoney Creek. Through this centre, we will reach a tremendous number of motorists and tour operators.

Eight student counsellors were hired by the Department and appropriately trained to staff tourist information centres. One counsellor was provided through a Federal SEED program, one counsellor by Festival Country and six counsellors by the Region.

Volunteers

The Department continued to require the support of the Lady Hamilton Club to assist with servicing visitors at the downtown tourist information centre, conventions and special events. The Lady Hamilton Club members spent over 5,500 hours helping the Department achieve the high level of service required by the many thousands of visitors to the Region.

Events Line (522-7772)

A new media campaign emphasizing the event line was introduced in 1990.

Media

The 1990 Tourism campaign was based on the theme "Stay". Its purpose was to encourage residents to stay at home and tourists to stay longer. The campaign featured visuals with headlines that draw readers into the copy. The main visual element was a family group enjoying togetherness and their vacation. Advertisements were placed in the following local vehicles:

- Spectator, Tourism Awareness Week (May)
- Spectator, Special Events Ad (six placements)
- Brabant Visitor Guide, Stay
- Electromedia, Events Line (two signs)
- Hotel Directories, Welcome (annual)
- Radio, CKOC, CKLH, CKDS, CHML, CHAM (May-June)
- Transit Bus Boards, New Event Line (July, August)

Tourism Awareness Week

The kick-off press conference was held in Gore Park in conjunction with the Downtown B.I.A. Posters submitted by the high school travel/tourism students were judged at this time.

A Front-Line Hospitality Reception was held on May 14 at the Sheraton Hotel for approximately 300 front-line employees from hotels, restaurants, taxi companies, etc. Senior staff from the tourism/hospitality industry acted as hosts. On hand to acknowledge the efforts of the front-line staff were Regional Chairman Reg Whynott and Chairman of the Economic Development and Planning Committee, Councillor Don Ross.

A marketplace for local citizens, entitled "Hamilton on Display" was held on May 17 at the Royal Botanical Gardens Centre featuring local attractions, special events, facilities, etc. Mystery bus tours of the area, provided free to the public, stopped at this marketplace.

External Marketing Programs

Marketplaces

Staff attended 20 tradeshow during 1990. Response at marketplaces was excellent, resulting in increased motorcoach and visitors. See Supplemental Report D.2.2, page 47, for details.

Familiarization Tours

Nine familiarization tours were conducted in 1990 to showcase Greater Hamilton to tour operators and travel writers. The local hospitality industry participate in these ventures. See Supplemental Report D.2.3, page 50.

Media

External marketing focused on "Grand Tours" ads targeted at motorcoach, tour wholesalers and operators. The main visual element was centred around Greater Hamilton as the hub of tours. Advertisements were placed in the following external vehicles:

- Buffalo News, Stay (May, July)
- Rochester, Stay (May, July)
- Syracuse, Stay (May)
- Michigan Living, Stay (May)
- Leisure Ontario, Stay (June)
- Destinations, Stay (June, August)
- Television (CHCH) Stay (June, August)

Foreign Markets

Packages targeting the European and Japanese markets were created. The Department worked in co-operation with airlines, tour operators, hotels and attractions, to offer a competitive tour package. Combining tours and packages with Canada Coach Lines and local attractions/hotels proved to be beneficial in creating a receptive operator and destination.

Twinning Program

Capitalizing on close ties with Fukuyama, Japan, was highlighted in October 1990 with major celebrations and the visit of over 50 delegates from Fukuyama. The Region, along with the City of Hamilton, hosted several functions during the week-long event. Economic spinoffs have been identified and are currently being pursued by the Business Development section of the Department.

Airport Development

Continued assistance with Airport marketing was provided in 1990.

Toll-Free Number (1-800-263-8590)

An answering service was installed to receive calls from Ontario and U.S. border states from 9:00 a.m. to 8:00 p.m. daily.

Tourism Statistics

A tourist is defined as one who travels 25 miles or more from his/her home to visit an attraction, special event, restaurant, accommodation, etc. Based on records of tourists visiting our tourist information centres, special events, accommodations, restaurants, it can be estimated that approximately 1.5 million tourists visited the Region, generating approximately \$165-million into the community.

Video

The Tourism video was revised and premiered at the Hamilton Art Gallery in January to a receptive audience from the tourism and hospitality industries of Greater Hamilton.

CONVENTIONS**Local Marketing Programs**

Initiatives of local members of national, provincial and international associations, along with the strong support of the local hospitality industry, namely the Royal Connaught Hotel, the Holiday Inn, the Sheraton Hamilton Hotel, HECFI, McMaster Conference Services, Hamilton and District Chamber of Commerce, together with this Department, have continued to position Greater Hamilton solidly in the conventions market.

Convention Ambassador Week

The Annual Convention Ambassador Awards Reception/Banquet was held for the fourth year to acknowledge local citizens who were instrumental in convincing their association to hold a future convention in Greater Hamilton.

Certificates were awarded to approximately 160 local citizens in recognition of their outstanding contribution to the hospitality industry.

A mini marketplace, featuring local businesses and associations who service conventions, was held as part of the Convention Ambassador Reception.

The Reception Banquet and Awards Ceremonies held this year at the Holiday Inn were made possible through the co-operative efforts of the Sheraton Hamilton Hotel, Royal Connaught Hotel, Holiday Inn, HECFI, the City of Hamilton, Hamilton and the District Chamber of Commerce and the Region's Economic Development Department.

Convention Services

In 1990 Convention Services assisted 182 associations holding their convention in the Region. A total of approximately 72,000 delegates attended these conventions. In addition, 142,000 attended special conferences such as Showcase '90 Special Educator Conference with 18,000 spectators. See Supplemental Report D.3.1, page 50.

Visitor information and registration booths were set up at the Hamilton Convention Centre, downtown hotels, McMaster University and Redeemer College to provide convention delegates with brochures, maps and general information on the area.

Convention Planners were assisted with spousal programs, tours, theme nights, media arrangements, transportation, day care for delegates' families, computer registration programs, grant application requests, audio visual/slide presentations, promotional literature requests.

The following conventions requested our assistance for housing delegates at their conference in 1990:

1. Credit Union Central of Ontario - 2,000 delegates
2. Association of Conservation Authorities of Ontario - 500 delegates
3. Insurance Brokers Association of Ontario - 1,200 delegates

The computerized Housing Program initiated by Convention Services worked efficiently and proved extremely helpful in reporting for the Credit Union Central of Ontario Convention.

The computerized Registration Program has been successfully utilized in 1990 by the following associations:

1. Metallurgical Society of Canada
2. Crimestoppers
3. Ontario Business Improvement Area Association
4. Alzheimer Society of Canada
5. Canadian Civil Engineers Society
6. Ontario Municipal Social Services Association
7. Council for Exceptional Children

Assistance and funding were arranged for several associations which held their convention in the Region to date.

1. Mardi-Gras Festival
2. Attractions Ontario
3. Credit Union Central of Ontario
4. Canadian Orthopaedic Nurses Association
5. Ontario Industrial Development Corporation
6. Wesley Urban Ministries (Urban Core Support Group)
7. Hamilton District Autobody Repair Association
8. Memorial Cup
9. Ontario Automobile Dealers Association
10. Ontario Municipal Social Services Association
11. All Allied Paratroopers Reunion
12. Purchasing Management Association of Canada

Media

New convention ads were developed. National ads blend with the overall campaign and feature a convention theme night and distinct points on location, service and attitude. New convention ambassadors are featured in the local campaign.

The Department's major sales and ad campaign focused on the convention of the Canadian Society of Association Executives held August 12 - 15, 1990, in Hamilton. Media, sales calls, together with local industry efforts, have provided excellent response from this conference to date.

Advertisements were placed in the following local vehicles:

- Radio (May-Nov.)
- Transit Shelter, Ambassador (May, September, October)
- Hamilton & District Chamber Panorama, Ambassador (four placements)
- Hamilton This Month, Ambassador (May, September, October)
- Posters, Ambassador (Annual)
- Newsletter, Ambassador (May)

General Publications

The convention marketing brochure called "Attitude" Convention Kit was redesigned. The "Greater Excitement" lure brochure which was also redesigned to incorporate the new theme of the "The Right Place, The Right Time". The accommodation and dining guides and the "Be A Convention Ambassador" brochure were used in bids for conventions, direct mailings, response to prospective client inquiries and special promotions and servicing. Overall in 1990, each brochure was updated and redesigned to incorporate the new campaign and update highlights of the industry.

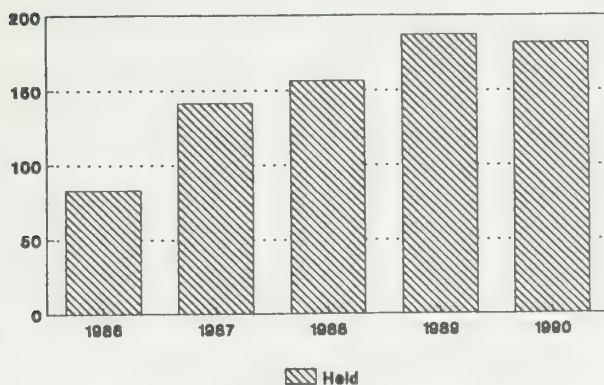
The **SKYLINE** was published and distributed four times. It included convention related articles of interest, information on upcoming conventions and details of conventions already held. These publications were distributed to representatives of the local hospitality industry, Provincial and Federal tourism agencies and to over 300 selected association executives.

B.

TOURISM & CONVENTIONS

External Markets

NUMBER OF CONVENTIONS
1986-1990



Economic Development Department

Convention Statistics

Indicators	1989	1990
Number of Conventions	187	182
Number of Delegates	65,400	71,854
Number of Spectators	52,200	142,063
\$ generated	\$132,498,000	\$170,400,000

Attendance Building

Association Executives have found that personal efforts to promote the location of future conventions dramatically increases attendance at those Conventions. Recognizing this important aspect, Convention Attendance Building has become a very important and attractive incentive offered to selected associations.

Staff attended fifteen conventions that will be held in the Region.

1. Landscape Ontario, Toronto, January
2. Ontario Recreation Society, London, February
3. Labatt Brier, Sault Ste. Marie, March
4. Council For Exceptional Children, Toronto, April
5. Sertoma International, Akron, Ohio, May
6. Canadian Fencing Association, Ottawa, May
7. Co-operative Housing Federation, Edmonton, May
8. Lions Club International, Magog, Quebec, May
9. Canadian Food Services Association, Vancouver, June
10. Canadian Society of Association Executives, Toronto-Ottawa, April, May, June
11. Ontario School Business Officials, Operations Management, Belleville, July
12. Canadian Chemical Institute, Halifax, July
13. Steelworkers of America, Toronto, August
14. Canadian Country Music Association, Edmonton, September
15. Council for Exceptional Children, Kingston, November

B.**TOURISM & CONVENTIONS**

Associations assisted with promotional material for the purpose of attendance building included:

1. Credit Union Central of Ontario, St. Catharines, February
2. Credit Union Central of Ontario, Brantford, March
3. Crimestoppers, Sudbury, May
4. Canadian Corps of Commissionaires, Quebec City, June
5. Crises Workers Association, Sault Ste. Marie, June
6. Canadian Steel Service Centre, Banff, June
8. Canadian Health Science Libraries, Edmonton, June
9. Canadian Museum Association, Edmonton, June
10. Ontario Public Health Inspectors, Thunder Bay, July
11. Canadian National Lawn Bowling Championship, Regina, Saskatchewan, August
12. Rotary 709 Division, Buffalo, N.Y., October
13. Quota International, Orillia, October
14. Sertoma International, Indianapolis/Mansfield, Ohio/Guelph, November

Bid Presentations-Convention Bidding

Bids Submitted in 1990	52
Successful Bids	25
Unsuccessful Bids	17
Bids Outstanding	10
Secured from previous bids	2
Total Conventions Awarded to date 1990	27

The following bids are those initiated and completed by this Department.

1. Ontario Federation of Labour
2. Canadian Museum Association
3. International Rescue and Emergency Association
4. American Society of Foundrymen
5. Canadian Association of Insurance Women
6. Association of Municipal Clerks & Treasurers
7. First Special Service Force
8. Canadian Council of Liberal Congregations
9. Attractions Ontario
10. Second Canadian Reunion 619 Squadron RAF
11. First World Congress for Bioelectricity in Science and Medicine
12. Canadian Figure Skating Association
13. Universal Round Dance Convention
14. Lutheran World Federation Conference
15. Canadian Child Day Care Federation

B.**TOURISM & CONVENTIONS**

16. International Union of Pure & Applied Chemists
17. National Skipping Championship
18. Military Collectors Club of Canada
19. Ontario Motorcoach Tour Escort Safety Training
20. Canadian Public Relations Conference
21. PC Association of Canada General Meeting
22. Ontario Universities Registrar Association Conference
23. Canadian Bar Association
24. Insurance Brokers Association of Ontario
25. Canada Safety Council
26. Canadian Fencing Association
27. Canadian Parking Association
28. AV International Meeting
29. Mennonite Conference of Eastern Canada
30. National Skal Club of Canada - Canadian Congress
31. Urological Excellence Conference
32. International Biometric Conference
33. Canadian Ski Patrol
34. Ontario Community College Student President's Association
35. Canadian Ceramic Society
36. Ontario Plowman's Association
37. Kiwanis Club of Hamilton Inc. 75th Anniversary
38. Kidney Foundation of Canada
39. Association of Kinsmen and Kinette Clubs
40. Canadian Society of Diagnostic Medical Sonographers
41. American Association of Bovine Practitioners
42. Shriners Convention (1995)
43. Shriners Club of Hamilton (1992)
44. Islamic Society of North America
45. United Steelworkers of America
46. Canadian Association of Pre-Retirement Planners
47. Ontario Pharmacists Association
48. Ontario Fitness Council
49. Family Services Canada
50. Ontario Liberal Party Leadership
51. Ontario Chiropractic Association
52. Labour Canada
53. International Conference of Police Chaplins

The Department also offered assistance to many local groups bidding for other conventions.

Site Inspection Sales Calls

Twenty eight site inspections of the Region's convention facilities, hotels and area attractions were held during 1990. Association executives were invited to meet with representatives of the Department and the hospitality industry to see what Greater Hamilton could offer their conference.

1. Ontario Federation of Labour
2. Canadian Museum Association
3. Canadian Association of Insurance Women
4. Association of Municipal Clerks & Treasurers
5. First Special Service Force
6. Canadian Council of Liberal Congregations
7. Attractions Ontario
8. Second Canadian Reunion 619 Squadron RAF
9. Canadian Figure Skating Association
10. Universal Round Dance Convention
11. Lutheran World Federation Conference
12. Military Collectors Club of Canada
13. Canadian Public Relations Conference
14. Canadian Council of Liberal Congregations
15. Ontario Universities Registrars Association
16. Canada Safety Council
17. Mennonite Conference of Eastern Canada
18. Ontario Community College Student President's Association
19. Canadian Society of Diagnostic Medical Sonographers
20. Shriners Convention (1995)
21. United Steelworkers of America
22. Ontario Pharmacists Association
23. Labour Canada
24. Ontario Fitness Council
25. Ontario Waterwell Association
26. James Robinson Evangelistic Association
27. Canadian Child Day Care Association
28. International Conference of Police Chaplains

Media

Advertisements were placed in the following external publications to highlight Greater Hamilton's central location and services provided by its hospitality industry:

- Association Executive Magazine, Location, Attitude (May, July-October)
- Meeting and Incentive Travel, Location, Attitude (June, September)
- Travelling on Business, Location, Attitude (June, July)
- Convention & Meetings Canada, Location, Attitude (July)

Marketplaces

**American Society of Association Executives (ASAE),
Tradeshows, Washington, DC - March 4 - 7**

Co-sponsored by the Ministry of Tourism and Recreation and Tourism Canada, this promotion was attended by over 2,500 delegates, mainly American meeting planners. Inquiries were received about local accommodation/meeting facilities.

**Canadian Society of Association Executives (CSAE),
Hamilton, August 12 - 15**

The Canadian Society of Association Executive's Annual Convention provided tremendous exposure for Greater Hamilton by bringing more than 450 Canadian association executives and meeting planners to the Region. The Department had the opportunity to showcase the Region's meeting facilities as well as its many attractions and actively develop leads for future conventions.

Professional Development

- Association of Convention Operations Managers
- International Association of Visitor and Convention Bureaux 1990 Educational Symposium - Philadelphia, Pennsylvania - February 18 - 21
- Ontario Convention and Visitors Association Annual Convention - Cornwall, Ontario - April 1 - 4
- International Association of Convention and Visitors Bureaux Annual Convention New Orleans, Louisiana - July 21 - 25
- A staff member is serving the second year of a two year term on the Board of Directors of the Ontario Convention and Visitors Association.

B. TOURISM & CONVENTIONS

SPECIAL EVENTS

Local Marketing Programs

Calendar of Events

Monthly Calendar of Events ads were placed in the Hamilton Spectator during the prime tourist season, May to August.

Due to the number of quality events taking place in the Region, a pull out flyer called "Summer Events" was inserted into the June edition of the **SKYLINE** newsletter. An overrun was distributed to the media, tourist information centres and various aspects of the hospitality industry.

Greater Hamilton Greater Events Brochure

Event information provided by event organizers was distributed through Regional and Provincial tourist information centres as well as high traffic centres, such as auto clubs, hotels, attractions and airports.

Events listings were placed in several publications issued by the department i.e. **SKYLINE** "Events Update," "Major Events," inserts "Summer Events."

Festivals and Special Events Update Committee

In order to effectively facilitate, provide technical assistance and develop the quality of special events in the Region, an Events and Festivals Update Committee was created. Membership includes 22 festivals, events, fair organizers and staff from the various area municipality Departments of Recreation. Monthly meetings proved to be an effective way of networking, problem-solving, promoting and facilitating special events.

Greater Hamilton Events

A pre-recorded telephone message listing weekly events, "The Event Line" was made available 24 hours a day at no charge to local 416 area callers.

The "Events Line" phone number **522-7772** was advertised in the **SKYLINE** newsletter, selected newspapers and magazines, tourism sign boards and pixel boards on Main and Catharine, King and Tisdale Streets and local McDonald's Restaurant tray liners (during tourist season) proved to be an efficient and cost effective promotion of all Regional events. In 1990, a bus board campaign had been added to the marketing strategy for the tourist season and Event Line stickers have been designed for distribution and placement for all local hotel suite telephones.

Feature articles regarding events were published in the quarterly **SKYLINE** newsletter and distributed to editors of national and international trade magazines.

Other events promoting activities included:

- Placement of ads in local, regional and bordering U.S. newspapers.
- Direct mail promotion.
- Preparation of public service announcements.
- Radio advertising.
- Attendance at marketplaces and trade shows

Greater Hamilton Day At The CNE - (August 23, 1990)

The Greater Hamilton Pavilion was located at Heritage Village which was sponsored by the Ministry of Municipal Affairs. The purpose of the Village was to allow communities to demonstrate how their municipalities have developed as a result of its heritage and to allow them to promote their region to a broad market. Greater Hamilton's venue consisted of local art, sport, and tourist attraction displays. Top notch Hamilton talent entertained a capacity crowd from noon to early evening. A post event survey form was sent to all participants.

Marketplaces

Liaised with Ministry of Tourism programs International Festival Association and Special Events in Toronto and Pittsburgh.

Local Interface

Greater Hamilton Mardi-Gras Society Convention and Festival (February 2-4, 1990)

Greater Hamilton's Mardi Gras celebrated 130 year in extraordinary style. In addition to the usual activities which takes place in the Region during Mardi Gras, 3,000 members of the Western Canada International Mardi Gras Society stayed in downtown hotels for their 18th Annual Convention. A mock trial and kidnapping of Regional Councillors were staged, and a parade and Grand Ball Masquerade Dance was held to create more local awareness of Mardi Gras and tourism benefits it creates. Overall attendance for Mardi Gras events increased from approximately 15,000 to 22,000.

The Hamilton International Airshow (June 16 and 17, 1990)

With the assistance of the Economic Development Department, the Hamilton International Airshow was conferred the prestigious honour of being named one of the top 100 events of North America by the American Bus Association. This award provided international recognition which not only increased attendance by 40% but created more awareness of the Region as an event destination. This year's event was highlighted by the presentation of Vera Lynn, famous singer and idol of World War II fliers.

Airport Days (June 9 and 10, 1990)

Staff assisted the Airport Committee in developing a reception to celebrate the 50th Anniversary of Hamilton Airport and its services. An open house for the general public was held the following day with over 7,000 visitors to help celebrate Airport Days.

New Activities**Greater Hamilton AQUAFEST (July 27-28, 1990)**

The first annual Greater Hamilton Aquafest was introduced to the Greater Hamilton area in conjunction with HRCA Confederation Park's Endless Wave Beach Party. Both days of the water festival were filled with entertainment in and out of the water, ranging from water ski shows to popular musical entertainers. Greater Hamilton AQUAFEST '90 proved to be a successful project for drawing tourists and providing another summer attraction for the residents of Hamilton-Wentworth. Record crowds were attracted to Confederation Park and the Wave Action Pool for the two-day event.

REVEILLE '92-World Marching Bands Review (December 1990)

Phase 1 of the Feasibility Study was reviewed by the Economic Development Department and Planning Committee and subsequently received by Regional Council. Staff was directed to pursue this massive world class project, which is scheduled to take place between June 25-July 1, 1992.



© E

Administration

The provision of appropriate support staff, staff training and equipment to facilitate a well organized and efficient operation of the Economic Development Department was achieved through a variety of programs.

Operating Budget

The projected net expenditure for the 1990 Economic Development Current budget totalled \$2,521,720. A budgetary restraint program was introduced in September 1990, requesting Departments to identify areas of possible savings within the current budget in order to reduce the projected Regional deficit. As a result, the Economic Development Department deferred staffing and reduced programs and travel, contributing \$80,000 to the Regional Contingency Provision. Including this contribution to the Regional Contingency Provision, the Department's total expenditure for 1990 is \$2,531,000. The deficit of \$9,280 is attributable to office rental and maintenance cost adjustments for 1989 and 1990 and a shortfall in revenues expected from the Provincial Government.

Staff Positions

In connection with the Regional Employment Equity Program, Job Information Questionnaires for all Department staff were completed and submitted to the Human Resources Department for evaluation..

Office Equipment

In order to maximize efficiency in communication, maintaining records and information retrieval and to reflect a more professional image for presentations and correspondence, the Department replaced its word processing equipment with personal computers. Computers were installed in the early part of 1990 and all support staff were trained in the use of WordPerfect 5.0. Staff also took courses on Lotus 1-2-3 offered by Information Systems.

Educational Seminars

Regional in-house seminars attended by staff include Team Building, Interviewing Skills, Financial Planning, Administrative Time and Stress, Advanced Report Writing, Communication and Motivation, Public Speaking and Conflict Resolution.

Professional Development

Staff members attended Years I and II and Seminars of the Economic Development Program through the University of Waterloo. This program, which leads to a Certificate in Economic Development, is designed to provide information and skills utilized in the daily function of the Economic Development Department.

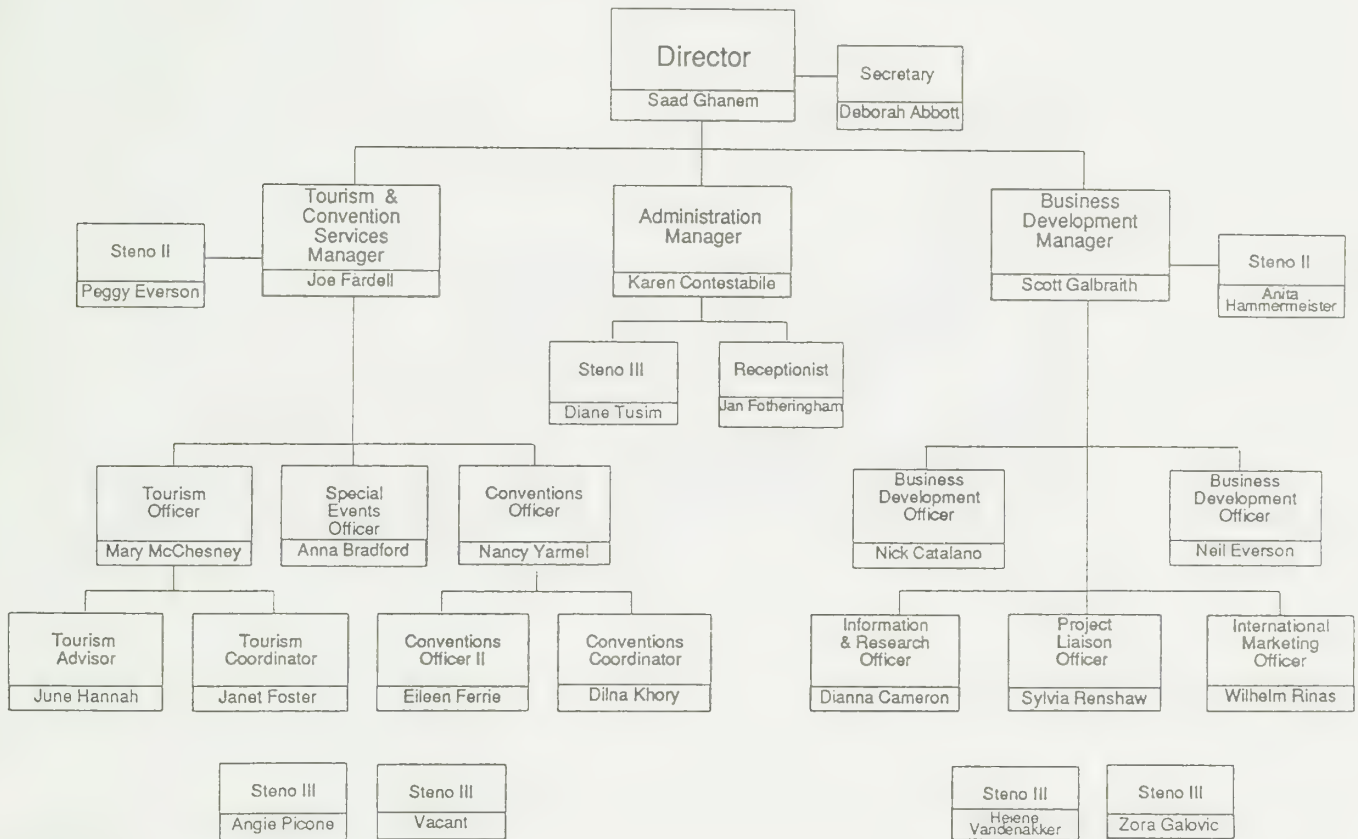
Additional areas of study by staff include Accounting, Calculus, English, Travel Industry Specialty and Photo Journalism.

Business Development staff participated in the Ontario Industrial Development Council/Ministry of Industry, Trade and Technology Annual Meeting in Toronto; Industrial Developers Association of Canada Convention in Victoria, B.C.; and Ontario Industrial Development Council meetings in Mississauga, Oakville and Barrie. Staff also participated as a member of the Public Relations Committee of O.I.D.C.

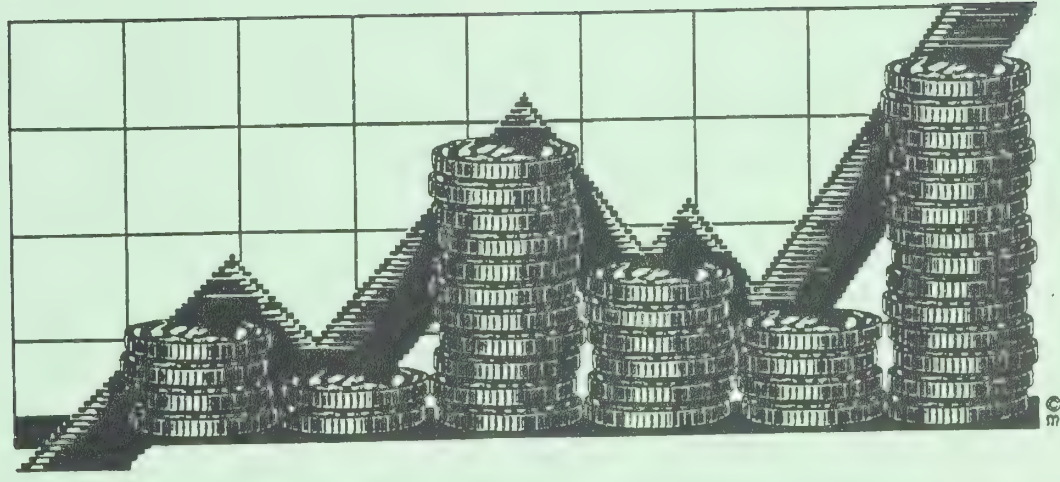
Tourism and Conventions staff attended the International Association of Convention and Visitors Bureaus in New Orleans and the National Tour Association Convention, Montreal.

Organizational Chart

Economic Development Department



Rev. December,
1990



Supplemental Report

D.**SUPPLEMENTAL REPORT****D.1.1 New Business Starts and Job Creation***

<u>Company</u>	<u>New</u>
Hollowcore Ltd. (Quebec) (cement products)	15
Academy of Learning (education centre)	2
AT&T Canada (Burlington) (telecommunications)	6
Le Salon (beauty care centre)	7
Bearings & Belting Ltd. (distributor)	2
Satellite Tire Ltd. (Hagersville) (tire installations)	2
Hyatt Industries Ltd. (Mississauga) (wholesale distributor)	3
Telecommunications Terminal Systems (phone systems)	8
OSG Canada Ltd. (cutting tools)	3
Venotor Crane Ltd. (hydraulic crane rentals)	7
Tree Fresh (juice distributor)	4
Wilkinson Installations & Designs (custom cabinets)	2
Dinol International Canada Inc. (Burlington) (automotive parts wholesale)	3
Active Wash Ltd. (Burlington) (mobile wash systems)	15
Sir Speedy (printing)	3
Sealtec Ltd. (Oakville) (online leak systems)	5
Regional Restoration & Cleaning (restoration service)	5

* Former locations of new Businesses from outside the Region are indicated in brackets.

D.**SUPPLEMENTAL REPORT**

Safety Seal Plastics Inc. (plastic sealants)	4
Mainway Industrial Installations (Burlington) (industrial installations)	23
Atlantis Machining Inc. (industrial machining)	3
National Safety Associates (water purification)	15
Minute Muffler (automotive repair)	7
Stems Custom Florists Ltd. (florist shop)	3
Lindemann Restorations Ltd. (home renovations)	21
Golder Associates Ltd. (London, Ont.) (consultants)	3
Corporate Image Executive Ltd. (office services)	7
Golden Fortune Restaurant (Hong Kong) (restaurant)	7
Corriere Canadese (Toronto) (newspaper)	4
Cupido Builders Inc. (general contractor)	3
Beverly Tire Ltd. (used/new tires)	12
Commercial Photocopy Ltd. (St. Catharines) (printing)	5
Alliance Computers Inc. (Hong Kong) (computer sales)	4
Passport Car Dealership (auto dealer)	25
Sutton Group Realty Ltd. (realty brokerage)	17
New Secotrade (Egypt) (convenience store)	4
Christopher Meat Pies Ltd. (meat pie manufacturer)	12
Hamilton Iron & Metal Co. (wire recycling)	15

D. SUPPLEMENTAL REPORT

Chaps Restaurant (Burlington) (restaurant)	20
Fargotech (castings)	30
Journey's End Corp. (hotels)	20
Mufflerman	8
Olympia Shades Inc. (blinds)	5
Mario's Tiles and Interiors	8
Terra Homes Ltd. (contractor)	5
Ace Car Care Inc. (car detail)	4
Dr. Carburator	2
Top Value Muffler	3
Pro Line Automotive (parts sales)	4
Welco Oxygen Inc. (welding supplies)	4
Don Peppino Ltd. (restaurant)	25
Mosna Langlois Inc. (industrial design)	2
J. Clarke Electric (contractor)	4
Texcan Cables Inc. (cable sales)	4
Hamilton Dome 'N Home Centre (renovations)	2
Santino Electric Ltd. (contractor)	5
Controltech (control switches)	9
Healthco (Boston) (dental supplies)	22

D.**SUPPLEMENTAL REPORT**

Federated Tire Ltd. (Toronto) (retreading)	16
Quilting & Workroom Place (linen products)	5
Satellite Supply (Kitchener) (tire sales)	2
Autosonics Ltd. (Mountain) (car audio)	4
Adam's Warehouse Ltd. (Toronto) (furniture liquidation)	4
Exhibitors Show Management Inc. (promoters)	3
Strepcos of Canada (Michigan) (tool repair)	2
Darcam Mfg. Ltd. (Burlington) (fabrication and wholesale)	7
Nebo Auto Centre (auto repair)	9
Basin Street Inc. (furniture sales)	9
Kone Inc. (Burlington) (engineering)	12
Community Rad (automotive repair)	3
Meineke Discount Muffler (automotive repair)	2
Thrifty Car Rental (car rental)	4
White Rose Nursery (retail)	40
Autosonics (Stoney Creek) (automotive audio)	7
Biea Engineers (consultants)	6
Mountainview Geotechnical Ltd. (consultants)	3
Betatron (security systems)	2
Boncor Global Products Inc. (London) (building products)	2

D.**SUPPLEMENTAL REPORT**

Furniture Plus Ltd. (Toronto) (liquidators)	7
Discount Car & Truck Rental (Mtn.) (auto repair)	6
McCann Consulting Inc. (accounting/management consultants)	2
Ontrec Inc. (Fisherville) (waste management)	6
Equipment Sales & Service Ltd. (heavy equipment sales)	2
Murphy Industrial Door Services (door installation)	7
Northern Plastics Ltd. (Beamsville) (plastic bag manufacturing)	49
C.I.B.C. (financial services)	15
Wera Tools Inc. (Mississauga) (hand tools)	7
Hamilton Classic Marble (Burlington) (supply/installation of marble)	6
Southern Ontario Technology (tubular pipe)	3
Hall's Cabinet's & Fixtures Ltd. (cabinet maker)	4
Telal Korabi (restaurant)	4
Total New Jobs	<u>732</u>

D.**SUPPLEMENTAL REPORT****D.1.2 Jobs Affected
by Retentions/
Expansions
Relocations****Company**

Hamilton Cedar Roof & Supply Ltd. (roofing materials)	5
Canada Trust Realty (real estate broker)	27
Okon Construction Ltd. (construction)	7
Isotti Plumbing & Heating Ltd. (plumbing contractor)	5
Energysystem Insulation Inc. (mechanical contractor)	5
Landis & Gyr Powers Ltd. (energy management)	24
Wire Rope Industries Ltd. (wire ropes & slings)	14
Multi-Machining Ltd. (machine shop)	6
Omni Fuels Ltd. (gas/propane conversions)	8
Caruso's Art Gallery (art gallery)	2
Federal Express Ltd. (courier service)	30
Oakrun Farm Bakery Ltd. (baked goods)	40
Sport-A-Stitch (custom embroidery)	2
Jan Cabinets Ltd. (custom cabinets)	5
Ward Electric Ltd. (electrical contractor)	15
Instatel Communication Ltd. (communications)	6
Tuite Constructions Ltd. (general contractor)	4
KSR Machining & Tools Ltd. (machine shop)	6

D.**SUPPLEMENTAL REPORT**

Arvin Air Ltd. (heating/cooling contractor)	23
Adams Form Printing (printing)	5
Larco Industrial Services Inc. (crane/overhead doors)	46
ABC Fine Apparel Inc. (clothing manufacturer)	30
NBR Gamero Realty Ltd. (realty broker)	23
Central Soya Ltd. (vegetable oil processing)	95
M&H Welding Ltd. (welding)	5
La Prima Gondola (restaurant)	5
Mor Car Wash (car wash systems/detail)	8
Canadian Society of Laboratory Technologists (technologists/lab)	21
Centro Italian Furniture (furniture store)	8
Fortinos (supermarkets)	125
Sobotec Inc. (machine shop)	20
Brabant News Ltd. (publications)	110
Bay King Motors Ltd. (dealership)	72
Royal Bank of Canada (expanded branch)	25
Kerlew Financial Services (accounting)	5
Colangelo & Esposto (accounting)	15
Hamilton Radiator Ltd.	3
Landmark Inc. (contractor/waste treatment systems)	70

D.**SUPPLEMENTAL REPORT**

Electronite Canada Ltd.	7
S. & J. Foods Ltd. (wholesale/retail)	7
Ontario Ravioli Ltd. (pasta manufacturer)	10
Star Brand Meat Packers (meat distributors)	7
Promold Inc. (injection moulding)	3
Wheel's (automotive repair)	5
Cook and Associates (engineers)	3
MacIntyre Electric Ltd. (contractor)	10
Gallop and Gallop (advertising)	7
P.A.T. Pain and Wallpaper Ltd. (distributor)	2
Hampson Windows and Exteriors (sales and services)	8
P. Budd Appraisals Ltd. (commercial appraisers)	3
Mina Pressed Metal (machine shop)	4
Trevor Phillips Electric (electrical contractor)	4
Future Stars (phonography)	5
Multi-Eng. Inc. (consultants)	2
Jamesville Ceramics & Paint (sales and services)	4
E.H. Price Ltd. (vacuum wholesale)	4
Nufast Fastening Ltd. (bindings)	7
Katlin Aluminum Inc. (installations)	6

D.**SUPPLEMENTAL REPORT**

Ontario Auto Collision (autobody repair)	30
Altas Paperboard Boxes (packaging manufacturer)	50
J.E.M. Custom Cabinets (cabinet manufacturer)	3
Deluxe Drywall Ltd. (installations)	20
Q-Air Controls Ltd. (pollution control systems)	5
Arcor PVC Windows (window manufacturer)	12
Procter and Gamble (household goods)	50
Superstar Sports (retail/wholesale - sports equipment)	7
C.I.B.C. (financial services)	35
Westbury Canada Life Insurance Company(Toronto) (life insurance)	140
 Total - D.1.2	 1,313
Total - D.1.1	732
Total Jobs Affected	<u>2,045</u>

D.**SUPPLEMENTAL REPORT****D.1.3 Economic Indicators***Regional
Population
Growth 1984-90*

TABLE 1

Municipality	1984	1986	1988	1989	1990
Hamilton	306,258	306,728	309,679	313,981	316,210
Ancaster	14,762	17,264	20,404	21,260	21,791
Dundas	19,738	20,081	20,950	21,230	21,793
Stoney Creek	40,552	43,554	45,908	47,636	48,753
Flamborough	24,624	26,142	27,688	28,605	29,240
Glanbrook	8,635	9,592	9,494	9,651	9,848
Greater Hamilton	414,175	421,264	434,123	442,363	447,635
Avg. Annual Change	2,287	2,065	2,363	2,734	5,272
Avg. Annual % Change	.56%	.50%	.57%	.65%	1.0%

Source: Ministry of Revenue, Assessment Services Divisionm, Report 4, 1990

*Labour Force
Summary
1986-1990*

TABLE 2

Indicator	1986	1987	1988	1989	1990
Population 15 Yrs Plus	445,000	451,000	458,000	467,700	474,000
Active Labour Force	302,000	315,000	321,000	329,100	337,600
Employed	281,000	295,000	303,000	312,000	316,400
Unemployed	21,000	20,000	18,000	16,900	21,000
Not in Labour Force	143,000	136,000	136,000	136,000	136,000
Participation Rate	67.8%	69.8%	70.3%	70.5%	71.2%
Unempl Rate, Ham CMA	6.9%	6.3%	5.8%	5.1%	6.3%
Unempl Rate, Canada	9.5%	8.8%	7.8%	7.5%	8.1%
Unempl Rate, Ontario	7.0%	6.1%	5.0%	5.1%	6.3%

Source: Statistics Canada, Cat.71001 and 71201.

D.**SUPPLEMENTAL REPORT**

TABLE 3

*Building Permits
By Sector (\$)*

Indicator	1986	1987	1988	1989	1990
Industrial	182,194,554	83,507,207	44,380,073	49,941,403	122,011,642
Commercial	53,980,418	87,180,260	59,520,391	109,503,556	87,986,154
Residential	212,201,464	309,013,253	330,436,171	394,853,612	262,324,247
Institutional	97,583,078	43,035,325	57,785,616	86,856,230	100,626,744
Total Value	545,959,514	522,736,044	489,122,251	641,154,801	572,948,787

Source: Area Municipality Building Departments, 1990.

TABLE 4

*Building Permits
By Municipality
1990 (\$)*

Place	Industrial	Commerc'l	Institut'l	Resident'l	Total
Hamilton	72,859,142	74,533,064	87,011,735	127,983,944	362,387,375
Stoney Creek	41,486,500	2,489,000	3,531,500	62,852,100	110,359,100
Flamborough	4,027,000	1,942,000	462,000	16,612,000	23,043,000
Dundas	0	3,282,000	2,220,00	17,490,000	22,992,000
Ancaster	1,800,000	2,604,600	1,232,682	28,206,093	33,843,375
Glanbrook	795,000	1,984,000	766,827	7,391,250	10,937,077
REGION	122,011,642	87,986,154	100,626,744	262,324,247	572,948,787

Source: Area Municipality Building Departments, 1990.

TABLE 5

*Municipal Industrial
Park Sales 1990*

Area	Transaction	Acres	Value	Avg/Acre (\$000)
Ancaster	1	0.23	27,120	\$118
Hamilton Mountain #2	5	5.28	643,160	122
Rymal Estates	1	1.06	127,200	120
Total	7	6.57	797,360	120

Source: Economic Development Department and City of Hamilton Real Estate Department, 1990.

D.

SUPPLEMENTAL REPORT

TABLE 6

*Publicly-Owned
Industrial Land
Sales 1986-90*

Indicators	1986	1987	1988	1989	1990
Transactions (Total No.)	28	76	34	7	7
Acres Sold Total	37.60	112.25	39.08	48.71	6.57
Value of Sales (\$000)	2,248.5	5,723.3	2,596.0	2,034.4	797.4
Av. price/acre (\$000)	59.80	51.88	66.4	41.8	120.

Source: Economic Development Department and City of Hamilton Real Estate Department, 1990.

TABLE 7

*Business
Development
Enquiries*

Indicator	1986	1987	1988	1989	1990	5 Year Total
Enquiries	190	361	458	476	442	1,927
Completions	54	100	92	127	146	519

Source: Economic Development Department, 1986-1990.

TABLE 8

*Residential Real
Estate Activity*

Indicators	1986	1987	1988	1989	1990
Listings (Total)	21,950	25,571	26,785	28,318	36,238
Sales (Total)	11,396	11,392	13,810	12,439	7,745
Volume (\$ Millions)	1,162.1	1,331.3	1,900.9	2,095.5	1,299.3

Source: Metropolitan Hamilton Real Estate Board Housing Market Reports, and Economic Development Department.

D.**SUPPLEMENTAL REPORT**

TABLE 9

*Hamilton-Wentworth
Housing Starts*

Municipality	1986	1987	1988	1989	1990
Ancaster	433	265	248	251	166
Dundas	64	133	118	208	111
Flamborough	298	272	329	212	74
Glanbrook	27	22	24	36	55
Hamilton	1,254	1,311	1,176	1,665	1,502
Stoney Creek	522	294	736	676	473
Greater Hamilton	2,598	3,155	2,631	3,048	2,381

Source: Canada Mortgage and Housing Corporation, 1990.

TABLE 10

Bankruptcies

Type	1986	1987	1988	1989	1990
Business	77	64	53	90	115
Consumer	359	487	322	590	880

Source: Consumer and Corporate Affairs, 1985-1990.

TABLE 11

*Regional Welfare
Assistance*

Avg./Month	1986	1987	1988	1989	1990
Beneficiaries	11,411	11,264	10,348	10,167	14,207
Caseload	6,614	6,009	5,542	5,000	7,464
Ratio of Persons/Case	1.72	1.88	1.88	1.70	1.90
Beneficiaries as % of Population	2.66	2.65	2.41	2.15	3.31

Source: Hamilton-Wentworth Region Social Services Department, 1990.

D.**SUPPLEMENTAL REPORT**

TABLE 12

*Canadian Bond
Rating*

Indicator	1986	1987	1988	1989	1990
Rating	AAA-	AAA-	AAA	AAA	AAA

Source: Finance Department, 1986-1990.

TABLE 13

*Regional Taxable
Assessment
(\$Millions)*

Indicator	1986	1987	1988	1989	1990
Residential	740.7	757.7	782.6	809.4	838.3
Commercial	467.1	473.5	479.3	497.5	507.5
Total	1,207.8	1,231.2	1,261.9	1,306.9	1,345.8
% Commercial	38.7	38.5	38.0	38.1	37.7

Source: Finance Department, 1986-1990.

TABLE 14

*Regional Tax Levies
(\$Millions)*

Indicator	1986	1987	1988	1989	1990
Total Levies	88.7	98.4	106.6	118.4	138.5
Assessment Growth (%)	1.55	1.94	2.49	3.57	2.98
Increased Revenues	1.27	1.72	2.45	3.81	3.53

Source: Finance Department, 1986-1990

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SUPPLEMENTAL REPORT

TABLE 15

*Total Personal Income
(\$billions)*

Indicator	1986	1988	1990
Hamilton CMA Total	7,793.5	9,622.0	11,004.8
Ontario	128,254.8	161,446.4	185,105.6
Canada	326,212.0	381,643.8	435,088.3

Source: Financial Post Canadian Markets 1990.

TABLE 16

Per Capita Income

Indicator	1986	1988	1990
Hamilton CMA Total	13,710	17,100	19,300
Ontario	13,935	17,200	19,100
Canada	12,722	14,800	16,500

Source: Financial Post Canadian Markets 1990.

TABLE 17

Dislocations

Firm	Jobs affected
Simcoe Erie Investors Ltd.	400-relocated
Usarco Ltd. (scrap metal)	235-closure
St. Elizabeth Nursing Home	163-closure
Trinity Manufacturing (solariums)	30-closure
Modular Controls Ltd.	20-closure
Hanna Manufacturing Co. Ltd.	45-closure
Brabant Newspapers (weekly)	25 permanent
Goliger's Travel	6-closure
Ball Packaging Products	50-permanent
Stelco	260-permanent
Tiny Tots	60-closure
Bob Bannerman Motors	28-closure
Quality Bakery	14-closure
S. W. Woolworth	30-closure
Total	1,366

Source: Canada Employment Centre, 1990

D. SUPPLEMENTAL REPORT

D.2 TOURISM

D.2.1. Visitor Statistics From Information Centres

Centre	1988	1989	1990
African Lion Safari	2,986	7,828	5,324
Confederation Park	6,194	5,850	5,821
Downtown	4,178	4,677	2,950
Royal Botanical Gardens	4,509	7,530	3,752
Total	17,867	25,885	17,847
Origin of Visitors	1988	1989	1990
Canada	9,924	14,400	10,128
U.S.	6,196	7,045	5,372
Other	1,747	4,440	2,347

Source: Economic Development Department

D.2.2 Tourism Marketplaces

Staff attended the following 20 marketplace from January 1, 1990 to December, 1990.

- 1. Empire Trailways, Rochester, N.Y., January**
3-4-Motorcoach marketplace to promote Greater Hamilton to 800 group leaders from Rochester, Buffalo and Syracuse.
- 2. Ministry of Tourism and Recreation Sponsored Market Blitz, January 15-20**-An invitation by the Province to promote Greater Hamilton to hundreds of tour operations and group leaders in the Los Angeles/San Francisco area.
- 3. Automobile Club of Western N.Y. Annual Vacation Expo, Buffalo, N.Y., January 20-21**-This was a consumer market place attracting a large number of people from the Greater Buffalo area.
- 4. ABC Travel Marketplace, Greensburg, PA. January 23-24**-Motorcoach marketplace to promote Greater Hamilton to the group leader market.
- 5. Attractions Ontario Marketplace, Hamilton, Ontario, February 19-20**-Hamilton hosted this marketplace for approximately 1,600 group leaders and 150 tour operators. Over 200 exhibitors attended.

6. **Tourism Canada**, Toledo and Cleveland, Ohio, March 7-8-Sponsored by Canadian Consulate in Cleveland. Travel trade marketplace with many tours resulting.
7. **Tourism Canada**, New York, March 19-21-To promote the Region to 900 group leaders in Buffalo, Rochester and Syracuse, N.Y. Sponsored by the Canadian Consulate in Buffalo.
8. **Travel Expo '90**, Kiamesha Lake, N.Y., March 19-21-Approximately 2,000 tour operators and group leaders attended. Joining us were representatives from the African Lion Safari, Ancaster Old Mill Inn, Canadian Warplane Heritage Museum, Carmen's Banquet Centre, Sheraton Hamilton, Royal Connaught Hotel, HECFI, Holiday Inn Hamilton, Hamilton Historic Sites and Battlefield House.
9. **Tourism Canada**, New England Sales Blitz, March 27-29-To promote the Region to over 600 group leaders in Boston, Providence and Hartford. Sponsored by the Canadian Consulate in Boston.
10. **Pennsylvania Bus Association.**, Harrisburg, PA, April 3-4-To promote Greater Hamilton to over 1,000 group leaders.
11. **London Free Press Travel Show**, London, Ontario, April 6-7-Consumer marketplace attended by over 12,000. Many request for information received.
12. **National Tour Association**, Palm Springs, CA, April 22-25-Meeting with tour operators from the U.S. and Canada to promote Greater Hamilton as a motorcoach destination. Local representatives from the Sheraton Hamilton and Royal Connaught Hotels were also present.
13. **Rendez-vous Canada**, Ottawa, April 29-May 3-To promote the Region to hundreds of tour operators from throughout the world by participating in timed appointments. Leads were supplied to our tourism partners.

14. Japan Promotion-Staff, accompanied by Councillor Don Ross and local representation from the hospitality and business community, promoted Greater Hamilton through separate meetings and receptions with tour operators and trade industries. As part of our mission to Japan, the delegations also visited the Twinning City of Fukuyama. We anticipate high results from this mission.

15. Tourism Canada, New York, September 24-26-To promote the Region to approximately 900 group leaders and travel trade in Buffalo, Rochester and Syracuse, N.Y. sponsored by the Canadian Consulate in Buffalo.

16. Shortline Travel Show, Newark, N. J. and Binghamton, N.Y., October 16-17- Over 700 group leaders attended these one day marketplaces.

17. National Tour Association., Montreal, Quebec, November 11-16-Meeting with 800 tour operators from Canada, the U.S., and Mexico to promote Greater Hamilton as a motorcoach destination. Representatives from the Sheraton and Royal Connaught Hotels and the African Lion Safari also attended.

18. Canada Marketplace, Frankfurt, Germany, November 21-23-Staff, accompanied by representatives of the Royal Connaught Hotel, promoted Greater Hamilton at this marketplace. Our ideal location, competitive hotel rates and ability to utilize Canada Coach Lines as a receptive operator bode well with the numerous enquiries received at our booth.

19. World Travel Market, London, England, November 26-December 1-to promote Greater Hamilton in co-operation with local receptive operators and hotels to over 30,000 travel organizations.

20. American Bus Association., Niagara Falls, N.Y., December 2-7-To promote Greater Hamilton to hundreds of tour operators by way of timed appointments.

D.2.3 Familiarization Tours

1. Prime Time Tours, Clio, Michigan
2. Canada Coach Lines, Niagara Falls, Ontario
3. Grand Island Transit, Lockport, N.Y.
4. PMCL, Midland, Ontario
5. Alexander Tour & Travel, Rochester, N.Y.
6. Robert Q. Travel, London, Ontario

The above familiarization tours took place in conjunction with the Attractions Ontario marketplace held in Hamilton on February 19-21, 1990

7. Zephyr Tours, Pittsburgh, PA., May 9, 1990
8. Mayor's Delegation, Fukuyama, Japan, October 23 and 25, 1990
9. Niagara Scenic Bus Lines, Hamburg, N.Y., October 12, 1990

D.3 CONVENTIONS

D.3.1 Convention Statistic
1986-90

Indicators	1986	1987	1988	1989	1990
Conventions	83	141	156	187	182
Delegates	53,437	76,780	60,000	65,400	71,854
Spectators	N/A	N/A	160,000	52,200	142,063
\$ Generated(000s)	72.2	136.4	127.1	132.5	170.4

Source: Economic Development Records

D.3.2 Convention Bidding

Indicators	1987	1988	1989	1990
Bids Submitted	50	42	47	52
Successful Bids	38	27	32	25
Unsuccessful Bids	8	3	8	17
Bids Outstanding	4	12	5	10
Secured from previous bids	18	4	2	2
Total Conventions Awarded	56	31	34	27

Source Economic Development Records

D.4.1 Special Events Groups

Organizations that benefitted from a variety of services provided by the Economic Development Department in 1990 include:

The Hamilton International Airshow	Hamilton Airport Days
Maria Santissima Del Monte Festival	Business Advisory Council
Downtown Promenade B.I.A.	Boris Brott Summer Music Festival
The Mum Show	Spectator Indoor Games
Festitalia	It's Your Festival
Industry Education Symposium	Greater Hamilton Mardi-Gras Soc.
Conference	Tour Du Canada
Memorial Cup Jr. Hockey Assoc.	Ontario Festival's Association
Canadian Dairy Cycling Challenge	The Hamilton Holland Festival
Vintage Auto Racing Association	The Township of Glanbrook
Belleville Waterfront Festival	Festival of Friends
Winter Festival of Friends	Earthsong
Cari-Can Festival	Summer Music Games
Canadian Country Music Awards	Dundurn Castle
Whitehern	Military Museum
Children's Museum	Canadian Warplane Heritage Museum
Carnegie Gallery	McMaster University Art Gallery
McMaster University Theatre	Hamilton Philharmonic Orchestra
Theatre Aquarius	Hamilton Artists Inc.
Dundas Little Theatre	Theatre Terra Nova
Valens Winter Carnival	Opera Hamilton
Mardi Gras Festival	Winterfest
Hamilton Concert Band	Hamilton Tiger Cats Football Club
Hamilton Steelers Soccer Club	Hamilton Redbirds Baseball Team
Miss Hamilton Pageant	Downtown Promenade B.I.A.
Christmas Fantasy	Hamilton Marathon
Dukes of Hamilton	Festivals Ontario
Greater Hamilton Mardi-Gras	Canadian Assoc. of Festivals
Assoc.	& Events
Steel City Oktoberfest	International Mardi Gras Society
Stoney Creek Winona Peach Festival	Ancaster Heritage Days
Dundas Cactus Festival	Dundas Kite Festival
Hamilton Region Conservation Auth.	Ancaster Fair
Binbrook Fair	Te Deum Concerts
The John Laing Singers	Village Theatre
Royal Botanical Gardens	Battlefield House
Copps Coliseum	Flamboro Downs
Rockton Dinner Theatre	Rockton Lawn & Garden Show
African Lion Safari	Mozart Chamber Orchestra
Cdn Hockey League Championships	Bach-Elgar Choir
Player's Guild	Town of Dundas
Bluegrass Canada	Canada Flag Week
Geritol Follies	Amstel Light Marathon
World Invitational T-Ball Tournament	Confederation Cup
Rockton Worlds Fair	Hamilton Santa Claus Parade

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